

Bamundo Qualitative Research

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April 17, 1987

Ms. Karen Eisen
Phillip Morris U. S. A.
120 Park Avenue
New York, New York 10017

Dear Karen:

Enclosed are the following:

- one copy of the qualitative report for the sessions conducted among price sensitive consumers
- five copies of the draft discussion guide for the Merit focus group sessions.

After you have reviewed these materials, please call me with any comments.

Also, I'd love to go to lunch with you and Jeanie, on Friday, April 24th. Could you please check your calenders, and let me know if you are both available.

Cordially,



ANNETTE BAMUNDO

Enc.

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